

Name _____

Period _____

Chapter 1.1 – Marketing and the Marketing Concept

- 1) Definition of Marketing:

- 2) Marketing promotes ideas, goods and services.
Define the following....
 - a. Products:
 - b. Goods:
 - c. Services:

- 3) Every time someone sells or buys something, an _____ takes place.

- 4) Marketing depends on FOUR key areas. They are referred to as the _____ of _____.
 - a.
 - b.
 - c.
 - d.

- 5) There are seven functions of Marketing. They are all _____.
Describe each function.
 - a.

 - b.

c.

d.

e.

f.

g.